

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 7 and 8 in accordance with the following:

1. (Currently Amended) An advertisement cost calculating system, comprising:

a geographical factor designation/acquisition unit defining a geographical factor to post an advertisement, the geographical factor being information regarding a position of an information terminal on which the advertisement is posted or information regarding a location of an object to be advertised, the geographical factor being obtained from location designation information inputted by a user, information which represents a latitude and longitude of a position at which the information terminal is present and which is obtained from GPS (Global Positioning System); ~~or a position of the information terminal designated or acquired by a center of a cellular phone or a PHS (Personal Handyphone System);~~

an advertisement-cost calculation unit calculating the cost of the advertisement in consideration of the geographical factor; and

an advertisement posting unit posting the advertisement on an information terminal in a manner related to the geographical factor.

2. (Previously Presented) An advertisement posting system according to claim 1, further comprising:

a status-of-use acquisition unit acquiring a status of use of the advertisement related to the geographical factor,

wherein the advertisement-cost calculation unit calculates the cost of the advertisement in consideration of the geographical factor and the status of use of the advertisement related to the geographical factor.

3. (Previously Presented) An advertisement posting system according to claim 1, further comprising:

a unit designating or acquiring user information of the advertisement,

wherein the advertisement cost calculation unit calculates the cost of the advertisement in consideration of a geographical factor and user information of the advertisement.

4-6. (Cancelled)

7. (Currently Amended) A method of calculating an advertisement cost in a system for posting an advertisement on an information terminal in a manner related to a geographical factor or both of the geographical factor and a temporal factor, comprising:

inputting information at the time of cost estimation for the advertisement or agreement for the advertisement regarding either the geographical factor, such as location or region in which the advertisement is to be posted, or the temporal factor, such as time slot, type of day, or season in which the advertisement is to be posted, or both of the geographical factor and the temporal factor, the geographical factor being information regarding a position of an information terminal on which the advertisement is posted or information regarding a location of an object to be advertised, the geographical factor being obtained from location designation information inputted by a user, information which represents a latitude and longitude of a position at which the information terminal is present and which is obtained from GPS (Global Positioning System); ~~or a position of the information terminal designated or acquired by a center of a cellular phone or a PHS (Personal Handyphone System);~~

posting the advertisement relating to either the geographical factor, the temporal factor, or both of the geographical factor and the temporal factor to the information terminal;

referring to a base cost calculation table on the basis of the input data, the base cost calculation table storing a base cost of the advertisement which is set in advance to be related to either the geographical factor or the temporal factor or both of the geographical factor and the temporal factor; and

calculating the cost of the advertisement on the basis of data obtained through reference of the base cost calculation table and in accordance with either or both of the geographical factor and the temporal factor.

8. (Currently Amended) A computer readable recording medium which stores a program for calculating an advertisement cost in a system for posting an advertisement on an information terminal in a manner related to either a geographical factor or both of the geographical factor and a temporal factor, the program causing a computer to execute:

at the time of cost estimation for the advertisement or agreement for the advertisement, inputting information regarding either the geographical factor such as location or region in which the advertisement is to be posted, or the temporal factor such as time slot, type of day, or season in which the advertisement is to be posted, or both of the geographical factor and the temporal factor, the geographical factor being information regarding a position of an information terminal on which the advertisement is posted or information regarding a location of an object to be advertised, the geographical factor being obtained from location designation information inputted by a user, information which represents a latitude and longitude of a position at which the information terminal is present and which is obtained from GPS (Global Positioning System); ~~or a position of the information terminal designated or acquired by a center of a cellular phone or a PHS (Personal Handyphone System);~~

posting the advertisement relating to the geographical factor to the information terminal;

referring to a base cost calculation table on the basis of the input data, the base cost calculation table storing a base cost of the advertisement which is set in advance to be related to either the geographical factor or the temporal factor or a combination of the geographical factor and the temporal factor; and

calculating the cost of the advertisement on the basis of data obtained through reference of the base cost calculation table and in accordance with either or both of the geographical factor and the temporal factor.

9-14. (Cancelled)

15. (Previously Presented) An advertisement posting system according to claim 1,  
wherein the advertisement-cost calculation unit calculates the cost of the advertisement  
in consideration of the geographical factor and a temporal factor, and  
wherein the advertisement posting unit posts the advertisement on an information  
terminal in a manner related to the geographical factor and the temporal factor.

16. (Previously Presented) An advertisement posting system according to claim 15,  
further comprising:

a status-of-use acquisition unit acquiring the status of use of the advertisement related to  
the temporal factor,

wherein the advertisement-cost calculation unit calculates the cost of the advertisement  
in consideration of the geographical factor, the temporal factor, and the status of use of the  
advertisement related to the temporal factor.

17. (Previously Presented) An advertisement posting system according to claim 15,  
further comprising:

a unit designating or acquiring user information of the presented advertisement,

wherein the advertisement-cost calculation unit calculates the cost of the advertisement  
in consideration of the geographic factor, the temporal factor, and user information of the  
advertisement.

18-20. (Cancelled)